R.J. Reynolds
Tobacco Company

11/25/96 To: Rick
Great Idea!
Copy to All Dm's
Kam's and Am's
As info!
Thanks,
Bill Roth

R.J. Westenberger
Division Manager

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To: Bill Roth

Date: November 18, 1996

Subject: RJR Private Label Presentation

Dear Bill:

As information, following our recent meeting I put together a presentation concerning private label pricing for our Direct Accounts. Attached are copies of The Direct Account presentation, as well as a sell sheet to use at retail announcing the new lower price.

My objective is sell them on one consistent price for our brands, by passing through the maximum accrual discounts to retail. The mission is to get all Division Jobbers to sell our brands at $13.97 per carton, less $1.25 off invoice all the time, to all accounts. This price (13.97) matches the normal wholesale price of BAT's Prime, Private Stock, etc. This price should make our brands very competitve at retail, while hopefully, slowing down the BAT private label "frieght train".

So far, Standard Rosenbaum, one of our largest jobbers, has agreed to the new pricing concept. We will be presenting this idea to the remaining wholesalers this week, and antcipate a positive response. I'll keep you posted on our successes.

Should have any thoughts or suggesstions concerning these presentations, I'd much appreciate your imput.

Regards,

Rick

51859 7345

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